
**DOWNTOWN PARKING BOARD
MINUTES
May 7, 2014**

200 E. Santa Clara Street, 13th Floor Conference Room

Item Subject

1. **Call to Order**

10:03 a.m.

Action: (4-0-3) Board member Renelle moved to approve the meeting minutes for the February 5, 2014 meeting. Vice Chair Nichols seconded the motion.

Absent: Board member Borkenhagen (10:05) arrived late and members Winter and Hattley were absent.

Document Filed: February 5, 2014 DPB Meeting Minutes

2. **Chairperson Report**

Chair Carlson noted that Joe Garcia had recently left DOT for a Deputy Director position with the City's Public Works department.

3. **General Business**

A. Election of Chairperson (July 2014-June 2015)

Bob Carlson was unanimously re-elected chairperson (5-0-2)

B. Election of Vice Chairperson (July 2014-June 2015)

Nick Nichols was unanimously re-elected vice chairperson (5-0-2)

4 **Annual Work Plan**

Jim Ortbal (DOT) reviewed the 2014-2015 Draft Annual Work Plan with discussion on the following items:

- Smart Meter Update was requested to be included in each monthly agenda
- Parking Branding Update was changed to Parking Branding and Downtown Marketing/Promotion Update and will include a financial summary of work completed
- The August board meeting will be rescheduled to July 16, 2014

5. **Capital/Finance**

Arian Collen (DOT) reviewed the FY 2014-15 Proposed Budget and 5-Year Capital Budget and highlighted the following:

- FY 14-15 budget reflects improved financial conditions when compared to FY 13-14 due to increased activity and continued management of expenditures
- Revenues are projected at \$13.3 million, a \$735,000 increase from FY 13-14 led by improved evening, weekend and permit activity at the Market Street garage and increased event activity at the Convention Center garage and Almaden/Woz lot

- Operating Expenditures projected at \$8.35 million, an increase of approximately \$1.0 million from FY 13-14 due to increases in Contractual Services (\$390,000), Employee Commute Program (\$245,000), Audit and Overhead (\$238,000), and Payroll (\$171,000).
- The 2015-2019 proposed 5-year CIP is \$5.4 million with FY 14-15 at \$1.2 million with projects including ParkSJ branding signage, Market Street garage level/space indicator signage, Third Street garage backup power generator, and various security improvements.
- Parking Fund projected to continue paying the \$3.4 million annual debt service for the 4th & San Fernando garage for the foreseeable future
- Net revenue projected at \$628,000
- Ending Fund Balance projected at \$13.3 million

A discussion ensued regarding the overall parking program operations and financials and the various CIP projects.

Action: (5-0-2) Vice Chair Nichols moved to approve the FY 2014-15 Proposed Budget and 5-Year CIP. Board member Feece seconded the motion.

Document Filed: FY 2014-15 Proposed Budget Parking Fund

6. **BIP and Off-Street Parking Program Update**

Laura Wells (DOT) reviewed information on the status of the Business Incentive Program (BIP) and the current occupancy and availability of monthly parking at various off-street parking garages.

A discussion ensued regarding the BIP which included:

- The Market Street garage has been removed from the BIP based on the current peak occupancy of 87%
- Review of the current and future permit allocations to major downtown tenants such as Superior Court, Apigee, Loring Ward and Mercury News
- Third Street garage peak occupancy currently at 58% but with prior obligations for customers like Apigee and Mercury News the occupancy is projected to peak at over 80%
- Very limited number of spaces available for the BIP program at the Third Street and 2nd & San Carlos garages, and only new businesses relocating to downtown will be considered
- Management, pricing, and operational options to meet downtown parking demand

Staff will bring additional updates on the BIP and potential rate changes to the October DPB meeting.

7. **Smart Meter Project & Rates**

Mr. Collen reviewed the status of the Smart meter and sensor installation.

A discussion ensued regarding the Smart Meters and included:

- 1,196 meters and sensors were installed during March and April
- Brief review of occupancy and revenue data
- Review of features such as pre-pay, grace period,
- Pilot of mobile payment (pay-by-cell) option to be implemented in late summer
- Potential for reduction in citation issuance with additional payment options

Mr. Ortbal reviewed the proposed rate increase which will be presented to the Mayor and City Council in a Managers Budget Addendum (MBA).

A discussion ensued regarding the proposed rate increase and included:

- Recommended rate increase up to \$2 per hour in areas with Smart Meters and sufficient occupancy demand of approximately 70-90%
- Parking Fund support for programs such as the SJDA marketing and promotions for the downtown, technologies such as mobile payment and wayfinding options, and street life projects/improvements
- Community Parking District concept and the challenges to implement given current bond covenants for the 4th & San Fernando garage

8. **Reports/Coordination**

A. Multi-Modal Transportation Projects & Diridon Area Master Plan

Mr. Ortbal gave an update on various projects including:

- Phase II of the San Carlos Streetscape Improvements
- St. John Street improvements to sidewalks and bike lanes between 2nd St. to the Arena
- Park Avenue bike lanes
- EIR for Diridon Area Plan was scheduled for the Planning Commission on May 7th, City Council public hearing on May 20th, and Council vote on June 3rd

A discussion ensued regarding the projects and the Diridon plan.

B. Driving Revenue Generating Activity – Promoting City Facilities

Mr. Collen presented the final garage signage designs developed by Content Magazine for the ParkSJ branding and noted that staff completed installing stickers on the Smart meters and will be developing a signage implementation plan for the various garages.

C. Staff Verbal Update on Events & Activities

Mr. Collen noted that the recent Cinco de Mayo weekend resulted in no issues in the parking facilities and the upcoming 49ers NFL draft party at the San Pedro Square Market.

D. City Council/Committee Agenda Items

No Info for this item

9. **Future Agenda Items**

Items for the July 16, 2014 DPB meeting as outlined in the Annual Work Plan:

- Final Approval of FY 2014-15 Annual Work Plan
- Smart Meter Update
- Parking Branding Update
- Multi-Modal Transportation Projects & Diridon Area Masterplan

10. **Open Forum**

No Comments

11. **Adjournment**

12:05 pm